

|   |  |                    |       |            |
|---|--|--------------------|-------|------------|
| <b>St Louis (KDNL)</b>  |  | By Broadcast Month | Spots | Rate       |
|   |  | Aug. 2012          | 13    | \$2,010.00 |
|   |  | Sep. 2012          | 4     | \$500.00   |
|   |  | Grand Total:       | 17    | \$2,610.00 |
|  |  |                    |       |            |

|                   |  |               |                 |
|-------------------|--|---------------|-----------------|
| <b>Contract #</b> | <b>1358433</b>   | Date Entered  | 08/21/12        |
| Schedule Dates    | 08/22/12-08/27/12  | Last Modified | 08/21/12        |
| Advertiser        | Todd Akin For Senate (72928)                                   | Entered By    | Rita Schmidtgal |
| Agency            | Strategic Media Placement (6694)                               | Co-Op         | No              |
| Product           | POLITICAL CANDIDATE (ns) (1186)                                | Headline #    | ECR09799404     |
| Brand             | 2620/TODD AKIN (468866)  | Demo          | A35+            |
| Salesperson       | Millennium/DC, Washington DC (1108)                            | Order Type    | Normal          |
| Buyer Name        | EVERSOL, WHITNEY   | Commission %  | 15.00           |
| Phone/Fax         | /  | Commission    | \$391.50        |
| CPE               | 2620   | Net Total     | \$2,218.50      |
| Account Types     | National/Political Candidate Agency BRD                        | Sales Tax     |                 |
| Billing Type      | Standard   |               |                 |
| Comments          | TODD AKIN FOR SENATE<br>TODD AKIN FOR SENATE<br>REP-FRAN BROWN |               |                 |

|                                  |                    |
|----------------------------------|--------------------|
| <b>Strategic Media Placement</b> | 7669 Stegers Loop  |
|                                  | Delaware, OH 43015 |



| Line | Line Type / Break Type [Ref #] | Dates             | Sec | Length | Run Times                                | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots    | Rate     | Total           | Station     | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|----------|----------|-----------------|-------------|----------|---------|
| 1.0  | Normal Line / SPOT (1)         | 08/22/12-08/24/12 | 2   | :30    | 7A- ABC-Good Morning<br>America          |     |    |    | 1  | 1  |    |    | 3  | \$50.00  | \$150.00 | St Louis (KDNL) | GMA         | 8/21/12  |         |
| 2.0  | Normal Line / SPOT (2)         | 08/22/12-08/24/12 | 2   | :30    | 12P- 3P (CST)                            |     |    |    | 1  | 1  | 1  |    | 3  | \$225.00 | \$675.00 | St Louis (KDNL) | CHEW,GMA/GH | 8/21/12  |         |
| 3.0  | Normal Line / SPOT (3)         | 08/25/12-08/25/12 | 2   | :30    | 7A- ABC-Good Morning<br>America Saturday |     |    |    |    |    | X  |    | 1  | \$35.00  | \$35.00  | St Louis (KDNL) | GMA         | 8/21/12  |         |
| 4.0  | Normal Line / SPOT (4)         | 08/26/12-08/26/12 | 2   | :30    | 10A- ABC-This Week                       |     |    |    |    |    | X  |    | 1  | \$350.00 | \$350.00 | St Louis (KDNL) | THIS WEEK   | 8/21/12  |         |
| 5.0  | Normal Line / SPOT (5)         | 08/22/12-08/24/12 | 2   | :30    | 10:01P- News-ABC 30 News<br>at 10pm      |     |    |    | 1  | 1  | 1  |    | 3  | \$150.00 | \$450.00 | St Louis (KDNL) | NEWS        | 8/21/12  |         |
| 6.0  | Normal Line / SPOT (6)         | 08/22/12-08/24/12 | 2   | :30    | 11:35P- ABC-Nightline                    |     |    |    | 1  |    | 1  |    | 2  | \$175.00 | \$350.00 | St Louis (KDNL) | NIGHTLINE   | 8/21/12  |         |
| 7.0  | Normal Line / SPOT (1)         | 08/27/12-08/27/12 | 2   | :30    | 7A- ABC-Good Morning<br>America          |     |    |    |    |    |    | 1  |    | \$50.00  | \$50.00  | St Louis (KDNL) | GMA         | 8/21/12  |         |
| 8.0  | Normal Line / SPOT (2)         | 08/27/12-08/27/12 | 2   | :30    | 12P- 3P (CST)                            |     |    |    |    |    |    | 1  |    | \$225.00 | \$225.00 | St Louis (KDNL) | CHEW,GMA/GH | 8/21/12  |         |
| 9.0  | Normal Line / SPOT (5)         | 08/27/12-08/27/12 | 2   | :30    | 10:01P- News-ABC 30 News<br>at 10pm      |     |    |    |    |    |    | 1  |    | \$150.00 | \$150.00 | St Louis (KDNL) | NEWS        | 8/21/12  |         |
| 10.0 | Normal Line / SPOT (6)         | 08/27/12-08/27/12 | 2   | :30    | 10:35P- ABC-Nightline                    |     |    |    |    |    |    | 1  |    | \$175.00 | \$175.00 | St Louis (KDNL) | NIGHTLINE   | 8/21/12  |         |

### CONFIRMATION CONTRACT

|                             |       |                   |           |
|-----------------------------|-------|-------------------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date:     |
|                             |       |                   | Comments: |

| Rep Order# | 9799404           | Ver# | 1 | Status | New |
|------------|-------------------|------|---|--------|-----|
| EC'd       | Yes               |      |   |        |     |
| Advertiser | ( ) POLITICAL     |      |   |        |     |
| Product    | TODD AKIN/SENATE  |      |   |        |     |
| Estimate#  | 2620              |      |   |        |     |
| Buyer      | WHITENEY EVERSOLE |      |   |        |     |
| Phone#     |                   |      |   |        |     |
| Fax#       |                   |      |   |        |     |

Traffic Order# **1358433** Last Received: 08/21/2012 10:09 AM  
 Printed: 08/21/2012 10:05 AM  
 Showing Buylines: All Lines

| Agency             | ( ) STRATEGIC MEDIA PLACEMENT | Rep Firm           | ( ) WASHINGTON |
|--------------------|-------------------------------|--------------------|----------------|
| 7669 STAGERS LOOP  |                               | Sales Office       | ( ) FRAN BROWN |
| DELAWARE, OH 43015 |                               | Salesperson        |                |
| Agency C/P1/P2/E   | //2620                        | Salesperson Phone# | 215-563-5400   |
| Flight Dates       | 08/22/2012 - 08/27/2012       | Salesperson FAX#   | 215-563-2974   |
| Hiatus Weeks       |                               |                    |                |
| Fax#               |                               |                    |                |

— CONTRACT COMMENT —

TODD AKIN FOR SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| Ln | Dates       | Time        | Program      | Len   | Rate     | Day   | Spots/Week | # of Weeks | Total Spots | Total Cost |
|----|-------------|-------------|--------------|-------|----------|-------|------------|------------|-------------|------------|
| 1  | 08/22-08/27 | 7A-9A       | GMA          | 2 :30 | \$50.00  | W-F,M | 4          | 1          | 4           | \$200.00   |
| 2  | 08/22-08/27 | 12P-3P      | CHEW, GMA/G4 | 1 :30 | \$225.00 | W-F,M | 4          | 1          | 4           | \$900.00   |
| 3  | 08/25-08/25 | 7A-8A       | GMA          | 2 :30 | \$35.00  | SA    | 1          | 1          | 1           | \$35.00    |
| 4  | 08/26-08/26 | 10A-11A     | THIS WEEK    | 2 :30 | \$350.00 | SU    | 1          | 1          | 1           | \$350.00   |
| 5  | 08/22-08/27 | 10P-1035P   | NEWS         | 2 :30 | \$150.00 | W-F,M | 4          | 1          | 4           | \$600.00   |
| 6  | 08/22-08/27 | 1035P-1105P | NITELINE     | 1 :30 | \$175.00 | W,F,M | 3          | 1          | 3           | \$525.00   |

— REPORT TOTALS —

Report Totals: 17 / \$2,610.00

— SALES MONTHLY TOTALS —

|                           |                 |                 |                 |
|---------------------------|-----------------|-----------------|-----------------|
| Aug 12:                   | 13 / \$2,010.00 | Sep 12:         | 4 / \$600.00    |
| Sales Totals:             | 17 / \$2,610.00 | Station Totals: | 17 / \$2,610.00 |
| Lines not sent/reld/rtrn: | 0 / \$0.00      |                 |                 |

| Rep Order#           | 9799404              | Ver#               | 1                       | Status                    | New | Traffic Order#     |     | Printed:       | 08/21/2012 10:09 AM |
|----------------------|----------------------|--------------------|-------------------------|---------------------------|-----|--------------------|-----|----------------|---------------------|
| EC'd                 | Yes                  |                    |                         |                           |     |                    |     | Last Received: | 08/21/2012 10:05 AM |
| Station              | KDNL-TV ST. LOUIS MO | Agency             | ( )                     | STRATEGIC MEDIA PLACEMENT |     | Rep Firm           |     |                |                     |
| Advertiser           | ( ) POLITICAL        | 7669 STAGERS LOOP  |                         |                           |     | Sales Office       | ( ) | WASHINGTON     |                     |
| Product              | TODD AKIN/SENATE     | DELAWARE, OH 43015 |                         |                           |     | Salesperson        | ( ) | FRAN BROWN     |                     |
| Estimate#            | 2620                 | Agency C/P1/P2/E   | //2620                  |                           |     | Salesperson Phone# |     |                |                     |
| Buyer                | WHITNEY EVERSOLE     | Flight Dates       | 08/22/2012 - 08/27/2012 |                           |     | Salesperson FAX#   |     |                |                     |
| Phone#               |                      | Hiatus Weeks       |                         |                           |     |                    |     |                |                     |
| Fax#                 |                      |                    |                         |                           |     |                    |     |                |                     |
| <b>—COMPETITIVE—</b> |                      | Market Totals      | \$85,855                | CABL                      | 0%  | KMOV               | 28% | KPLR           | 2%                  |
|                      |                      |                    |                         | KTIV                      | 29% | UNKN               | 0%  | WRBU           | 0%                  |
|                      |                      |                    |                         |                           |     |                    |     | KSDK           | 36%                 |

**—COMPETITIVE COMMENTS—**

Books  
Demos

FEB12  
RA35+

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

 **FEDERAL CANDIDATE**
 **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**
**Date:**

 I, KEGAN BERAN

 being/on behalf of: TODD AKIN, a legally

 qualified candidate of the REPUBLICAN political

 party for the office of: UNITED STATES SENATE

 in the PRIMARY

 election to be held on: AUGUST 7, 2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  |                                  |      |       |                |                 |

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

|  |
|--|
|  |
|--|

I represent that the payment for the above described broadcast time has been furnished by:

PO BOX 31222 ST. LOUIS, MO 63131

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

SCOTT G. ENGELBRECHT

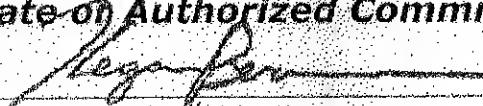
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

6/29/12

Date



Signature

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I. KEGAN BERAN

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does       does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

KEGAN BERAN

printed name

6/29/12

date

## AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)**

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  |                                  |      |       |                |                 |

**Total Charges:**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.